A joined appearance of DB and Railteam is regulated by the DB design guidelines. Railteam subordinates to the appearance of DB and is visibly integrated in it. The proportions of the Railteam logo towards the DB Bahn logo are integrative regulated.

The guidelines and regulations for the visual communication of Railteam are binding. In addition, the different sectors administering are guided by the corporate design guidelines of the DB Group. This applies especially to the sector ‘Print Media: Advertisements / Posters’. Please review the corresponding guidelines.

All individual design works and adaptations for special cases need approval from the CI/CD and Creation Department. Please mail your layouts in PDF format to:

Email CI/CD and Creation Department [1]

Guidelines for the Railteam appearance within the DB corporate design are defined for the following applications:

**Informational material (1)** of the DB Group, such as press releases or traffic announcements, appears in the standardized layout with the Railteam logo at the bottom right of the page within the footer. **Brochures (2)** with content regarding Railteam are published under the umbrella of the DB brand. **Advertisements (3)** with content regarding Railteam follow the guidelines for advertisements and posters. The base layout of **PowerPoint presentations (4)** receives the Railteam logo as an addition. The **counter (5)** as a starting point of a customers travel chain is clearly visible marked with the Railteam logo.
Corporate design guidelines:

Logo Depictions

In order to protect the DB brand as an identification symbol and to ensure the appropriate emphasis of the Railteam communication in relation to the corporate design of DB, three applications sizes are offered.

<table>
<thead>
<tr>
<th>Railteam logo on DIN A4</th>
<th>Railteam logo on DIN A5</th>
<th>Size definition for other format applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Railteam logo mark is <strong>25mm</strong> wide in all DIN A4 size applications.</td>
<td>Application of the Railteam logo in DIN A5 and DIN Long (reduced) has a mark width of <strong>20mm</strong>.</td>
<td>For all other applications the Railteam logo mark is depicted with twice the width of the DB brand.</td>
</tr>
</tbody>
</table>

Minimum size

Any depiction of the Railteam mark **below 20mm** is not permitted.
Information Material

The information material of the DB Group is presented in a standardized layout. All press releases need to be approved by the Communication (KE) Department. Detailed information about the clearance process may be obtained in through the guidelines for press releases. The following are design guidelines and measurements for press releases and for the use including the Railteam logo.

Press Release

The DB Group includes the Railteam logo in communication, if not the Railteam itself is the sender. The Railteam logo is placed at bottom of the page as shown in the illustration.

- Format: DIN A4, 210 x 297mm
- Font: DB Office
- Record type: left aligned, unjustified
- Press Release: 14pt, bold
- Line corner: 0.3pt
- Number/year: 9pt, regular
- Headline: 14pt, bold, single line leading, 6pt offset at paragraph end
- Highlight text: 11pt, bold, single line leading, 12pt offset at paragraph end
- City/date: 9pt, regular
- Body copy: 11pt, regular, single line leading, 6pt offset at paragraph end
- Page numbering: 11pt, regular
- Publisher: 9pt, regular, single line leading

Additional information concerning press releases can be found here:

→ Press Release

Press release, DIN A4 - dimensioning in millimeters from zero point top left
For multipage press releases is a second sheet of the same layout being used.
Size and placement of the DB brand
The DB brand is 15mm wide with a distance of 20mm to the left edge and 15mm to the top edge of the sheet.

Size and placement of the Railteam logo
The Railteam mark has a width of 25mm (without the text addition ‘High Speed Europe’) and shares the same baseline with the date and page number (15mm to the bottom edge of the sheet).
Brochures

Here are application samples for the design of brochures containing Railteam information depicted. The design of the cover is based on the regulations for national mobility products according to CD guidelines in Print Media. Additional regulations concerning the design of brochures can be found here:

→ Brochures

Size and composition of the Railteam logo as cooperation logo
The Railteam logo is placed according to the regulations for additional logos in the lower right corner. The following measurements concern the mark itself only—the text addition ‘High Speed Europe’ is not included. Digital templates of the Railteam logo are provided for download here:

→ Railteam (horizontal)

Brochure cover page
DIN A4 (297 x 210mm)
□ Width of the Railteam mark: 25mm
The distance of the logo to the right is one grid unit (7mm). The distance to the bottom is a minimum of 1 grid unit (7mm) for the DIN A4 format.

Brochure cover page
DIN A5 (148 x 210mm)
Reduced DIN Long (105 x 195mm)

- **Width of the Railteam mark**: 20mm

Format DIN A5/DIN Long (reduced): The distance of the logo to the right is one grid unit (5mm), the distance to the bottom is a minimum of one grid unit.
Brochures and flyers in a related format depict the Railteam logo as shown here.

Example: cover of a travel plan (120x230mm)
Measured in millimeters from top left corner.

- **Width of the Railteam mark:** 20mm

The distance of the logo to the right is one grid unit (7mm). The distance to the bottom is a minimum of 1 grid unit (7mm) for the DIN A4 format.

### Advertisements

Advertisements with Railteam content follow the design guidelines for ‘Advertising /Posters’. For that reason only regulations concerning size and placement of the Railteam logo in advertisements are listed below.

Exact definitions for the composition of advertisements and the individual design elements are listed here:

- → Advertisements and Posters
Application of the cooperation logo
The Railteam logo as a design element is treated as a sublogo. Concerning placement of such a logo please review:

Normally an additional logo is placed right aligned with the main logo. Below is a sample application including the Railteam logo at 25mm width (as required for DIN A4).

A sample application in DIN A5 using a Railteam logo of 20mm as required for this format. The Railteam logo is right aligned to the DB Bahn logo.

Size and placement of the Railteam logo
The distance of a sublogo from the right to the minimum distance from the bottom depends on the distance of the main logo to the right—in most cases one grid unit. If required, the sublogo can be placed left or right next to the body copy. If the logo is placed along the top line of the white space or the corner element, then the distance is always one grid unit.
Billboard Poster

The distance of the sublogo to the right and the minimum distance to the bottom is general the distance of one grid unit.

Size and placement of the Railteam logo
PowerPoint Presentations

PowerPoint charts are generated through templates available at the BKU-system. The design relates in several aspects to the design of print media (DB corner element, cover page layout). However, except for the cover page, there is no logo stripe in the header being used. PowerPoint presentations are designed using the typefaces Arial and Wingdings (for bullet points).

Additional information concerning PowerPoint presentations of the DB Group, such as colors used can be found here:

PowerPoint

- **Format** (of the printed page): DIN A4, 297x210mm
- **DB brand**: 15mm wide, DB Red
- **Railteam logo**: 25mm wide (measured without the line 'High Speed Europe'), placed bottom right, right aligned with the DB brand.
- **DB corner element**: 10,5mm high, offset 7,5mm up, DB Gray
- **Headline(s)**: 24pt, single line leading, text volume increases upwards
- **Footer**: 12pt, DB Office Bold

The headlines are set in DB Office Regular and are horizontally offset. Individual words or word groups are highlighted bold. A highlight or an offset line is ideally aligned to the corner element. The color of copy on the cover is black.

PowerPoint presentation cover page – measurements in millimeter from point zero at top left relating to a DIN A4 print of the slide.

The magenta colored frame signifies the format end on screen.
PowerPoint presentation base layout – measurements in millimeters and point zero at top left relating to a DIN A4 print of the slide.
The magenta colored frame signifies the format end on screen.
Counter Design

The counter is marked by the Railteam logo in a way, that on one hand the cooperation with Railteam can be identified easily and on the other hand the Railteam marking it is visually not equally important as Deutsche Bahn products.

Logo Applications

The Railteam logo can appear no more than twice per counter. One time on the counter column (Mind the logo clearspace requirements) and a second time as a background sign or sticker on the rear wall. Here the Railteam mark should not exceed the column width.

The logo is attached in compliance with the clearspace requirements.

If the logo is attached to the rear wall it shall not be wider than the width of the column and should not be obscured by doors etc.

Minimum clearspace for the logo in vertical version: 2x

Minimum clearspace for the logo in horizontal version: 2x

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Verweisliste

[1] Email CI/CD and Creation Department: design@deutschebahn.com